



WCPO

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ORDER

Print Date 10/11/12

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Flight Dates 10/09/12-11/06/12

Contract / Revision 304458 /

Original Date / Revision
07/12/12 10/11/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Product

Candidate. OH - US SEN JOSH MA

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # 2452

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	36	\$37,931.25	\$44,625.00	0.00	10/01/12	10/28/12	36	\$37,931.25	\$44,625.00
November 2012	51	\$41,161.25	\$48,425.00	0.00	10/29/12	11/06/12	51	\$41,161.25	\$48,425.00
Totals	87	\$79,092.50	\$93,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/09/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		3				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WCPO	10/08/12-10/14/12	M-F GMTS 6-7a		6-7a		-TWThF----	:30	(\$600.00)		0.00	NM		
				Credited											
	2	WCPO	10/08/12-10/14/12	M-F GMTS 6-7a		6-7a		-TWThF----	:30	(\$600.00)		0.00	NM		
				Credited											
	3	WCPO	10/08/12-10/14/12	M-F GMTS 6-7a		6-7a		-TWThF----	:30	(\$600.00)		0.00	NM		



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kypost.comContract / Revision **304458** Flight Dates **10/09/12-11/06/12**

Hiatus Dates

Original Date / Revision 07/12/12/ 10/11/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **Candidate. OH - US SEN JC** Estimate # **2452**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCPO	10/09/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		3				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		<i>Credited</i>													
	Week:	10/15/12	10/21/12	MTWTF--		5				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WCPO	10/15/12-10/21/12		M-F GMTS 6-7a		6-7a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
5	WCPO	10/15/12-10/21/12		M-F GMTS 6-7a		6-7a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
6	WCPO	10/15/12-10/21/12		M-F GMTS 6-7a		6-7a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
7	WCPO	10/15/12-10/21/12		M-F GMTS 6-7a		6-7a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
8	WCPO	10/15/12-10/21/12		M-F GMTS 6-7a		6-7a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
	Week:	10/22/12	10/28/12	MTWTF--		5				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
10	WCPO	10/22/12-10/28/12		M-F GMTS 6-7a		6-7a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
	Week:	10/29/12	11/04/12	MTWTF--		5				\$600.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		2				\$600.00		0.00			
N 2	WCPO	10/09/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF--		3				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WCPO	10/08/12-10/14/12		M-F GMA 7-9am		7-9a	- TWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
3	WCPO	10/08/12-10/14/12		M-F GMA 7-9am		7-9a	- TWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
	Week:	10/15/12	10/21/12	MTWTF--		5				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WCPO	10/15/12-10/21/12		M-F GMA 7-9am		7-9a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
5	WCPO	10/15/12-10/21/12		M-F GMA 7-9am		7-9a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
6	WCPO	10/15/12-10/21/12		M-F GMA 7-9am		7-9a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
7	WCPO	10/15/12-10/21/12		M-F GMA 7-9am		7-9a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
8	WCPO	10/15/12-10/21/12		M-F GMA 7-9am		7-9a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
	Week:	10/22/12	10/28/12	MTWTF--		5				\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
9	WCPO	10/22/12-10/28/12		M-F GMA 7-9am		7-9a	MTWThF----	:30		(\$600.00)		0.00	NM		
		<i>Credited</i>													
	Week:	10/29/12	11/04/12	MTWTF--		5				\$600.00		0.00			
	Week:	11/05/12	11/11/12	MT-----		2				\$600.00		0.00			
N 3	WCPO	10/09/12	11/06/12		CM	8-9a		:30	1	\$400.00	P-2	0.00	NM	2	\$800.00



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Hiatus Dates

Original Date / Revision 07/12/12/ 10/11/12

Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **Candidate. OH - US SEN JC** Estimate # **2452**

														Totals			
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
				SA GMTS 8-9a			-----S-										
				SA GMTS 8-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-					1	\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	WCPO	10/08/12-10/14/12		SA GMTS 8-9a		8-9a	-----Sa--	:30		(\$400.00)		0.00	NM				
Credited																	
Week:		10/15/12	10/21/12	-----S-					1	\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
2	WCPO	10/15/12-10/21/12		SA GMTS 8-9a		8-9a	-----Sa--	:30		(\$400.00)		0.00	NM				
Credited																	
Week:		10/22/12	10/28/12	-----S-					1	\$400.00		0.00					
Week:		10/29/12	11/04/12	-----S-					1	\$400.00		0.00					
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00					
N 4	WCPO	10/09/12	11/06/12	SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	2	\$750.00		
				SU GMA 7-8a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S					1	\$375.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	WCPO	10/08/12-10/14/12		SU GMA 7-8a		7-8a	-----Su	:30		(\$375.00)		0.00	NM				
Credited																	
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
2	WCPO	10/15/12-10/21/12		SU GMA 7-8a		7-8a	-----Su	:30		(\$375.00)		0.00	NM				
Credited																	
Week:		10/22/12	10/28/12	-----S					1	\$375.00		0.00					
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00					
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00					
N 5	WCPO	10/09/12	11/06/12	SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$400.00	P-2	0.00	NM	2	\$800.00		
				SU GMTS 8-9a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S					1	\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	WCPO	10/08/12-10/14/12		SU GMTS 8-9a		8-9a	-----Su	:30		(\$400.00)		0.00	NM				
Credited																	
Week:		10/15/12	10/21/12	-----S					1	\$400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
2	WCPO	10/15/12-10/21/12		SU GMTS 8-9a		8-9a	-----Su	:30		(\$400.00)		0.00	NM				
Credited																	
Week:		10/22/12	10/28/12	-----S					1	\$400.00		0.00					
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00					
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00					
N 6	WCPO	10/09/12	11/06/12	SU 9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	2	\$1,600.00		
				SU9-10a													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S					1	\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
1	WCPO	10/08/12-10/14/12		SU 9-10a		9-10a	-----Su	:30		(\$800.00)		0.00	NM				
Credited																	
Week:		10/15/12	10/21/12	-----S					1	\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
2	WCPO	10/15/12-10/21/12		SU 9-10a		9-10a	-----Su	:30		(\$800.00)		0.00	NM				
Credited																	



WCPO

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Order Sep 00:30:00

Advertiser **Mandel / Republican / US S** Product **Candidate. OH - US SEN JC** Estimate # **2452**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 6	WCPO	10/09/12	11/06/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----S		1				\$800.00		0.00		
	Week:	10/29/12	11/04/12	-----S		1				\$800.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 7	WCPO	10/09/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$600.00	P-2	0.00 NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-TWTF--		2				\$600.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	10/08/12-10/14/12		M-F 11a-12p		11a-12p	-TWThF----	:30		(\$600.00)		0.00 NM		
	Credited													
2	WCPO	10/08/12-10/14/12		M-F 11a-12p		11a-12p	-TWThF----	:30		(\$600.00)		0.00 NM		
	Credited													
	[Credit spots we pulled from log yesterday. This money transitioned to NRSC/Mandel buys. -\$6,450]													
	Week:	10/15/12	10/21/12	MTWTF--		3				\$600.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	WCPO	10/15/12-10/21/12		M-F 11a-12p		11a-12p	MTWThF----	:30		(\$600.00)		0.00 NM		
	Credited													
4	WCPO	10/15/12-10/21/12		M-F 11a-12p		11a-12p	MTWThF----	:30		(\$600.00)		0.00 NM		
	Credited													
5	WCPO	10/15/12-10/21/12		M-F 11a-12p		11a-12p	MTWThF----	:30		(\$600.00)		0.00 NM		
	Credited													
	Week:	10/22/12	10/28/12	MTWTF--		3				\$600.00		0.00		
	Week:	10/29/12	11/04/12	MTWTF--		3				\$600.00		0.00		
	Week:	11/05/12	11/11/12	MT-----		1				\$600.00		0.00		
N 8	WCPO	10/09/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00 NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/08/12	10/14/12	-TWTF--		3				\$750.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	10/08/12-10/14/12		M-F 12-1p News		12-1p	-TWThF----	:30		(\$750.00)		0.00 NM		
	Credited													
2	WCPO	10/08/12-10/14/12		M-F 12-1p News		12-1p	-TWThF----	:30		(\$750.00)		0.00 NM		
	Credited													
	[Credit spots we pulled from log yesterday. This money transitioned to NRSC/Mandel buys. -\$6,450]													
3	WCPO	10/08/12-10/14/12		M-F 12-1p News		12-1p	-TWThF----	:30		(\$750.00)		0.00 NM		
	Credited													
	Week:	10/15/12	10/21/12	MTWTF--		4				\$750.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
4	WCPO	10/15/12-10/21/12		M-F 12-1p News		12-1p	MTWThF----	:30		(\$750.00)		0.00 NM		
	Credited													
5	WCPO	10/15/12-10/21/12		M-F 12-1p News		12-1p	MTWThF----	:30		(\$750.00)		0.00 NM		
	Credited													
6	WCPO	10/15/12-10/21/12		M-F 12-1p News		12-1p	MTWThF----	:30		(\$750.00)		0.00 NM		
	Credited													
7	WCPO	10/15/12-10/21/12		M-F 12-1p News		12-1p	MTWThF----	:30		(\$750.00)		0.00 NM		
	Credited													
	Week:	10/22/12	10/28/12	MTWTF--		4				\$750.00		0.00		

